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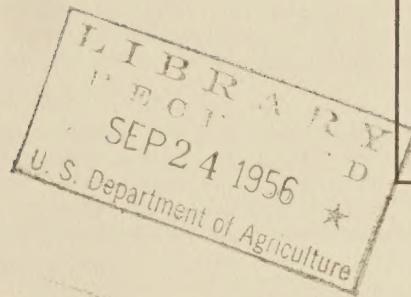
Fred C.

Gloeckner
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15 EAST 26th ST., NEW YORK 10, N. Y.

1957

CHRYSANTHEMUM PREVIEW



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Gloeckner 1957 PREVIEW OF NEW CHRYSANTHEMUMS

We take pleasure in presenting these new chrysanthemums to be introduced for the coming season. In this descriptive list you will find new Pot Plant, Standard and Pompon varieties. They will be included in the 1957 edition of your *Gloeckner Year-Around Chrysanthemum Manual* which will be mailed soon. However, in planning your crops with the 1956 Manual, don't overlook these new introductions. Should you have questions concerning them, or on any phase of crop production, let us know and we will gladly give what help you need. Our interest in you and your crops by no means ends with the sale, as we are more than anxious to have the materials we sell, grow and prove profitable to you.

POT PLANT INTRODUCTIONS

9-WEEK VARIETIES

WILSON'S YELLOW

Nov. 1 Lemon yellow sport from Blanche Poitevine known in this country as Wilson's White. Identical in habit and vigor to original. Use SHORT TREATMENT the year round. A valuable co-partner to Wilson's White in any POT PLANT program. (P)

GINGER

Nov. 1 Intermediate anemone. Reddish-bronze. Free breaking habit. Will initiate and develop its buds at 56°. Produces a symmetrical POT PLANT from October thru May using MEDIUM

TREATMENT with a 2nd DELAYED PINCH. A livelier color than Gypsy. Has a more extended flowering period than Barbara Fuller. (P)

WHITEHOUSE

Nov. 5 Intermediate white anemone. Breaks vigorously and thrives best with high temperatures. Very uniform and responsive. Recommended for POTS May thru November. Use MEDIUM TREATMENT. A summer Little America. (P)

OREGON

Nov. 5 Large white semi-incurve. Exclusively a POT PLANT variety. Stronger habit, larger, more beautiful flower than Wilson's White. Compact, short, rigid growth. Vigorous breaking action. Use MEDIUM TREATMENT for September thru July. Flowers develop most rapidly when finished at 60° or less. Will rapidly become the favorite white mum for pots. Does not blacken its centers during the winter months. (P)

YELLOW CALYPSO

Nov. 8 Large lemon yellow incurve. Very short. Exclusively a POT PLANT variety. Sport of Bronze Calypso. Use MEDIUM TREATMENT from mid April thru June and September thru November. Single pinch. Best results are obtained with high temperature initiation and low temperature development. Flower size comparable to Indianapolis. (P)

YELLOW DELAWARE

Nov. 8 Intermediate incurve. Deep lemon yellow sport from Delaware. SHORT TREATMENT the year round. POT PLANTS. The same valuable chassis in a brilliant new color. Less sensitive to low temperatures for bud initiation than Bonnaffon DeLuxe for the late winter and early spring flowering period. (P)

BRONZE CALYPSO

Nov. 8 Large, rich orange-bronze incurve. Very short. Exclusively a POT PLANT variety. Use MEDIUM TREATMENT mid April thru

BLUE RIBBON

Nov. 1

Small incurved standard of a bright lavender pink color. MEDIUM TREATMENT for 60° POT PLANTS the year round. Color markedly improves Queen of Pinks especially during high temperature periods. Responds sharply and develops well at 56° with additional stretch. Superb FAST DISBUD from March thru May. Best when grown at 56°. (P)

10-WEEK VARIETIES

WHITEHOUSE

June, and September thru November. Single pinch. Best results are obtained with high temperature initiation and low temperature development. Flower size and form closely resemble the Indianapolis varieties. (P)

PERSONALITY

Nov. 10

A large luminous pink incurved pompon. Tolerant of 56° for bud initiation and development. Adds color and form improvement to Queen of Pinks as a POT PLANT. Use MEDIUM TREATMENT for March thru June and September thru November SINGLE PINCH. Uniquely favored with short internodes and large foliage which complements it when grown as a pot plant. (P)

INCA

Nov. 10

Intermediate anemone, amber-bronze turning to bright yellow at high temperatures. Breaks freely, spreads and produces well. Versatile POT PLANT variety throughout the year using MEDIUM TREATMENT. Single or 2nd DELAYED PINCH recommended. SPRAYS mid April thru mid November. Superior to Sunray for either pot plant or cut flower purposes. (P)

DARK PORTRAIT

Nov. 8

Large pompon. Dark magenta sport of Portrait. Equally as versatile. Maximum color perfection achieved with a low temperature finish. POTS TALL TREATMENT March thru June; MEDIUM TREATMENT September thru February. (P)

PINK PORTRAIT

Nov. 8

Large pompon. Light lavender pink. Portrait sport with an identical growth habit. A useful supplement for Portrait during periods of the year when a shade lighter than Portrait may be desired. POTS TALL TREATMENT—March thru May; MEDIUM TREATMENT—mid September thru February. (P)

STANDARDS

8-WEEK VARIETIES

WHITE PINK CHIEF

Intermediate incurve. Pure white selection from Pink Chief.

Oct. 15

Responds and develops well under high temperatures. STANDARD and FAST DISBUDS May thru mid October. (P)

9-WEEK VARIETIES

MRS. ROBINSON

Intermediate incurved standard. White beautiful form. Heavily petalled. Popular ALL SAINTS DAY STANDARD as a southern field and cloth house variety. (S-4)

Oct. 25

Intermediate incurved standard. Glowing orange-bronze. Establishes a new color standard. Has vigor and stretch. Fine addition to the STANDARD and FAST DISBUD CROPS from May thru June, and September thru November. Vegetative during the winter months. Promising as a cloth house standard. (P)

FRED YULE

Nov. 3

10-WEEK VARIETIES

WHIRLWIND

Large pure white reflexed standard. Requires high summer temperatures for best response and development. Supplement for Betsy Ross. More durable. STANDARDS—July thru mid November. Strong growth; heavy petallage. Shaggy, interesting new form. (P)

Nov. 5

and FAST DISBUDS April thru mid November. A more durable shipper to supplement Betsy Ross in the summer program. (P)

CHAIRMAN

Nov. 5

KEGAN'S WHITE Nov. 10

Large "Irregular Skirted" incurve. White. Japanese term the form: "Ozukami". Displays long protruding ray petals having hooked spoons, and tightly incurved centers. Grown in Southern California. STANDARDS mid September thru mid November. (S-4)

INDIANAPOLIS GOLD

Nov. 5

WHITE FERN EDWARDS Nov. 10

Large decorative. Golden yellow. STANDARDS and FAST DISBUDS from March thru December. Tolerant to low temperatures for bud initiation. Vigorous. A flower form and degree of quality long needed in the year round program. (P)

INDIANAPOLIS GOLD

and FAST DISBUDS April thru mid November. A more durable shipper to supplement Betsy Ross in the summer program. (P)

SUE SALLY JONES

Nov. 5

COPPER QUEEN Nov. 10

Large incurve. A copper-bronze sport of Orchid Queen. Larger flower and more vigorous than Bronze Orchid Queen. STANDARDS from mid September thru June. (S-1)

SUE SALLY JONES

LAUGHTER Nov. 10

Large lemon yellow spider. West coast variety that requires high light intensity and low temperatures for maximum performance. GREENHOUSE STANDARDS mid September thru mid November. (S-4)

YELLOW BETSY ROSS

Nov. 5

LAUGHTER Nov. 10

Intermediate semi-incurved disbud. Light lavender pink. Comparable to Bluechip for high temperature finishing. Tall growth habit. Performs reliably in both the STANDARD and FAST DISBUD programs the year round. This is the answer to a pink disbud for the summer greenhouse. (P)

Intermediate lemon yellow incurve. Exhibits same high temperature tolerance of parent variety. Shorter growth habit. Restrict flowering to July thru September under glass. Somewhat smaller in size, but tightly incurved. Flowers are more solid than Betsy Ross. Durable and responsive in high temperature programs. (P)

YELLOW BETSY ROSS

Nov. 5

MERRIMENT Nov. 10

Large decorative disbud. Medium lavender-pink. Fast, vigorous growing variety that will tolerate 56° for bud initiation. A worthy supplement to STANDARDS and FAST DISBUDS from mid September thru mid June. Equals the size of Thanksgiving Pink but more dependable during the winter and spring months. (P)

Large spider, tube and hook. Lemon yellow sport from Susan Leighton. STANDARDS October thru November and POTS June thru November. TALL TREATMENT required with single pinch. More rigid stems and cleaner growth than Yellow or Gold Lace. (P)

YELLOW LEIGHTON

Nov. 6

PHILLIP KAY Nov. 10

Large lavender incurve. Color, growth, and bud development require low temperature for optimum quality. Useful on the west coast. GREENHOUSE STANDARDS mid September thru mid November. (S-4)

Intermediate tightly incurved standard. Ivory white. Vigor and habit resemble Mefo. Hard flower, durable, and tolerant of heat in summer. Requires high light intensities. STANDARDS

SENTINEL

Nov. 8

PINK FERN EDWARDS Nov. 10

Large lavender incurve. STANDARDS late September thru mid November. Fine incurved form. Heavy stem. California variety. Requires maximum light and a cool finish to firm growth. (S-4)



OREGON



WHITEHOUSE



PERSONALITY

Gloeckner

POMPONS, DECORATIVES, SINGLES AND ANEMONES

8-WEEK VARIETIES

SHIBUYA WHITE

Oct. 20

Intermediate white daisy. West coast variety. Larger than California White Daisy. (S-1)

EARLY YELLOW DAISY

Oct. 25

Intermediate yellow single. Selection from Calif. Yellow Daisy that will mature 7 to 10 days earlier. A west coast CLOTH HOUSE VARIETY. (S-1)

SILVER BOW

Oct. 25

Large white formal disbud pompon. Responsive and productive FAST DISBUD April thru November. Displays a high degree of tolerance to summer greenhouse temperatures. A marked color and growth improvement over White Doty. (P)

JUDY

Oct. 25

Small pompon. Bronze Dot selection. Manifests a solid dark coral bronze coloration. Recommended for CLOTH HOUSE July thru October. (P)

MARIANNE

Oct. 25

Small pompon. Bronze Dot selection of an over-all light golden bronze. Same growth habit as parent. Recommended for CLOTH HOUSE from July thru October. (P)

SALLY

Oct. 25

Small pompon. An intensified bronze and increased size selection from Bronze Dot. CLOTH HOUSE July thru October. (P)

GAIL

Oct. 25

Small pink pompon. Selection from Pink Dot that displays an additional overall color intensity. A CLOTH HOUSE variety July thru October. (P)

HAPPINESS

Oct. 28

Large single. Golden yellow, having broad, flat ray petals. Normally outproduces Sauterne and is noticeably more reliable in high temperature summer greenhouses than either Aztec or the Halos. In the GREENHOUSE from May thru Oct., CLOTH HOUSE July thru October. This variety is a combination of beauty, productivity and versatility. (P)

THOMAS JOHNSON

Oct. 28

Large decorative. Deep orchid Pink. Ideally suited for FAST DISBUDS mid September thru November, and May thru June. Develops exceptional stretch and heavy rigid stems. Individual flowers surpass the size of Portrait. Color and petallage improved by bright days and cool nights. (P)

EARLY IMAMURA YELLOW

Oct. 20

True yellow sport of Imamura Yellow. Five to six days earlier than parent variety, also a shade lighter in color. An early west coast CLOTH HOUSE VARIETY. (S-1)

9-WEEK VARIETIES

MEMENTO

Oct. 30

Intermediate, chalk-white single with green discs and durable petals that retain their original form into maturity. Reliable CLOTH HOUSE VARIETY from July thru October. GREENHOUSE from May thru October. Tolerances both low and high temperatures for bud development. This single embodies the versatility of Silvertone with a form and clarity of color superior to Halo. (P)

BRONZECHIP

Nov. 1

Intermediate decorative. Lively orange-bronze sport of Bluechip. Valuable CLOTH HOUSE VARIETY from July thru October. Recommended May thru June, and September thru mid November in the GREENHOUSE. Has retained the color retention property that is so unique with Bluechip. (P)

PINKCHIP

Nov. 1

Intermediate decorative. A flattering light pink selection of Bluechip. Identical growth habit. Color resists fading. Can be grown whenever Bluechip is recommended. Greatest color difference is noted when finished at 60° or less. GREENHOUSE May thru mid Nov., CLOTH HOUSE July thru October. This variety should eventually contribute to a more extensive appreciation for the light pink colors associated with chrysanthemums. (P)

DK. PINK BUCKINGHAM

Nov. 1

Intermediate single. Intensified pink sport of Pink California Daisy. A west coast CLOTH HOUSE VARIETY. (S-1)

DANDY

Nov. 1

Intermediate pompon. Yellow. The most temperature tolerant among the 9-week yellow pompons in the catalog. Will initiate and develop buds at 56°. Develops better than Sunup at high temperatures. Production of Gold Coast. GREENHOUSE from May thru October, CLOTH HOUSE from July thru October. Adaptive to a wide range of environments. It's a "Dandy." (P)

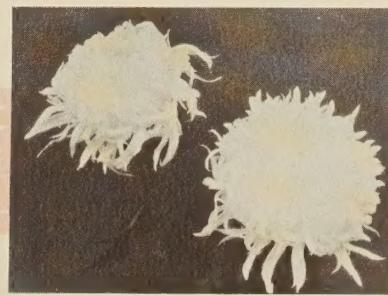
STATESMAN

Nov. 1

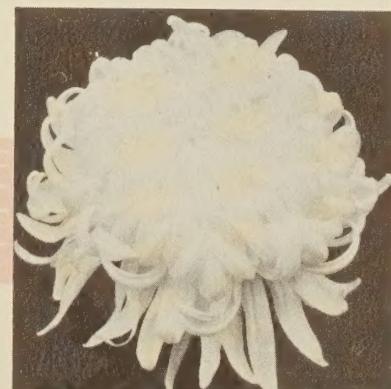
Small intense yellow pompon produced in abundance on well-formed sprays. Valuable summer greenhouse variety because of its unusual tolerance to high temperatures. GREENHOUSE May thru October, CLOTH HOUSE mid July thru October. A marked improvement over Sunup. Relatively more productive. A more formal flower that will not stick. (P)



FRED YULE



WHIRLWIND



SENTINEL

POMPONS, DECORATIVES, SINGLES AND ANEMONES — (Cont'd)

10-WEEK VARIETIES

ICE CREAM

Intermediate decorative with 3-4" diameters. White to cream depending upon temperature. Very reliable. Extraordinarily vigorous having a wide range of temperature tolerance for bud initiation. A valuable addition to the FAST DISBUDS from April thru December. As large a disbud as Iceberg. (P)

YELLOWTOP

Bright lemon yellow sport from Whitetop. Same habit and vigor. Achieves maximum value in CLOTH HOUSE August thru October, GREENHOUSE April thru November. (P)

NECTARINE

Intermediate decorative. Apricot-orange pastel. Has no color competition during its season. Vigor of Copperhead. More beautiful form. Ideal either as SPRAY or FAST DISBUD when able to finish at 60° or less. GREENHOUSE mid April thru May and September thru Thanksgiving. CLOTH HOUSE mid September thru October. When grown as a spray, benefits from removal of center bud. (P)

DARK BEAUREGARD

Intermediate pompon. A luminous mahogany bronze sport of Beauregard. Same growth habit. Slightly smaller flower. Better high color retention. GREENHOUSE April thru mid November, CLOTH HOUSE mid July thru October. (P)

CADENZA

Large anemone DISBUD. Lavender pink. Vigorous and responsive. Recommended from October thru May. Tolerates low temperatures 56° for bud initiation and requires 60° or less for best finishing results. Vastly improves the quality and growth of Enchantress as a FAST WINTER DISBUD. (P)

Nov. 10

HEYDAY

Nov. 10

Intermediate bright yellow pompon. Will initiate and develop its buds well at 56°. Improves the flower size and productivity of Yellow Beauregard. Characterized by open terminal sprays at any time of the year when it can be grown. Recommended for GREENHOUSE April thru June, and mid September thru November, CLOTH HOUSE August thru October. (P)

Nov. 5

YELLOW PACESSETTER

Nov. 10

Lemon yellow sport from Pacesetter. Shapes up well in POTS with TALL TREATMENT for October thru mid July. SPRAY PROGRAMS: GREENHOUSE late April thru June; late September thru mid November. CLOTH HOUSE August thru October. (P)

Nov. 5

DARK PORTRAIT

Nov. 8

Large pompon. Dark magenta sport of Portrait. Equally as versatile. Maximum color perfection achieved with a low temperature finish. POTS TALL TREATMENT March thru June; MEDIUM TREATMENT September thru February. SPRAYS—GREENHOUSE mid September thru mid November and March thru June. CLOTH HOUSE July thru October. (P)

Nov. 5

PINK PORTRAIT

Nov. 8

Large pompon. Light lavender pink. Portrait sport with an identical growth habit. A useful supplement for Portrait during periods of the year when a shade lighter than Portrait may be desired. POTS TALL TREATMENT—March thru May; MEDIUM TREATMENT—mid September thru February. FAST DISBUDS mid September thru May. SPRAY CROPS—GREENHOUSE mid September thru mid November, and March thru May. CLOTH HOUSE July thru October. (P)

Nov. 10

PRICES

All prices are per 100 cuttings except the first column on the left. Fifty cuttings are priced per 50.

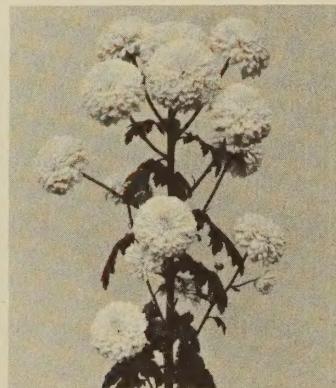
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P	5.50	8.25	8.00	7.75	7.50
S-1	5.25	8.00	7.75	7.50	7.25
S-4	4.50	7.25	7.00	6.75	6.50
S-5	4.25	7.00	6.75	6.50	6.25

Cuttings not available before October 29, 1956.

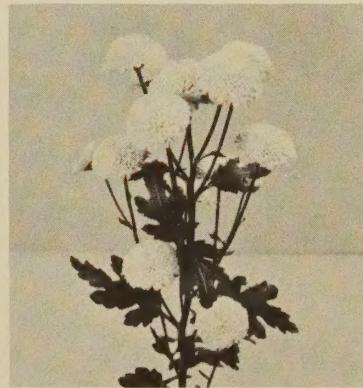
TURN PAGE



THOMAS JOHNSON



DANDY



STATESMAN

Gloeckner

New Introductions — Garden Varieties

7-WEEK VARIETIES

ASTORIA

Intermediate pompon. Bright lemon-yellow. Free flowering and responsive. More prolific than either Yel. Chris. Columbus, or Moonlight, when grown as a SPRING POT single or 2nd DELAYED PINCH using the MEDIUM TREATMENT. An early "foreground" garden variety. (P)

CHIQUITA

Small button pompon. Deep lemon yellow. Chic for SPRING and FALL POTS using MEDIUM TREATMENT. An intermediate garden variety. (S-4)

AGLOW

Orange-bronze pompon. Small flower. Low, compact growth. Spring and fall POT PLANTS. MEDIUM TREATMENT. Showy fall garden variety for a "foreground" border. (P)

BENORA

Intermediate pompon. White with ivory centers. Polished foliage, rigid stems, and dwarf-spreading growth habit. Spring and fall POTS, using MEDIUM TREATMENT or 2nd DELAYED PINCH method. A real improvement over Chris. Columbus for durability. Prolific bloomer too. (P)

DOLLI-ETTE

Intermediate spoon. Golden-bronze. An interesting and colorful novelty. A shapely POT PLANT with MEDIUM TREATMENT for early spring and fall. Prolific and durable as a "foreground" garden variety. New forms such as this will stimulate interest and appeal for the early garden varieties. (P)

TORONTO

Intermediate orange-bronze decorative. Excitingly beautiful in the garden. Sturdy stems, prolific bloomer, and a spreading

Oct. 5

Oct. 5

Oct. 5

Oct. 8

Oct. 10

Oct. 10

cushion type growth. Attractive spring and fall POTS using MEDIUM TREATMENT. Establishes new standards in the 7-week group. A "must-have" for every home garden. (P)

MISCHIEF

Oct. 10

Small single. Dark purple with contrasting yellow discs produced in profuse abundance on a globose plant. A colorful novelty that lends itself for spring and fall POTS using MEDIUM TREATMENT. Also an attractive "foreground" GARDEN VARIETY. (S-4)

MOROCCO

Oct. 12

Intermediate decorative. Reddish-bronze. Free breaker, with a rigid, spreading growth habit. Excellent spring and fall POT PLANT. MEDIUM TREATMENT or 2nd DELAYED PINCH. Superb fall GARDEN VARIETY. Contributes needed durability to the garden variety group. (P)

CORALHUE

Oct. 12

Small pompon. Apricot-coral. Low, spreading growth habit. Free breaker. Spring and fall POT PLANT with SHORT TREATMENT. Effective as a "foreground" GARDEN VARIETY. More double and more prolific than Joybringer. (P)

ALERT

Oct. 14

Intermediate decorative. Intense purple. An impressive color for spring and early fall POT PLANTS. MEDIUM TREATMENT. This is the "Humdinger" of the garden varieties. (S-4)

FUCHSIA FAIRY

Oct. 14

Small light pink decorative. Compact, globose growth habit similar to the Cushion varieties. Spring and fall POT PLANTS using MEDIUM TREATMENT. A marked color improvement over Major Cushion as a "foreground" GARDEN VARIETY. (S-4)

8-WEEK VARIETIES

LEE-ETTE

Oct. 23

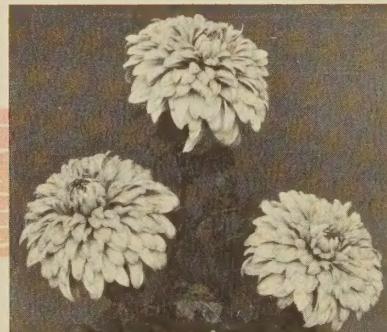
Small double spider. Silver-bronze. Only reverse color displayed on completely tubular petals. A bizarre novelty for

spring and fall POTS with MEDIUM TREATMENT. Equally as attractive as an INTERMEDIATE fall GARDEN VARIETY. (P)

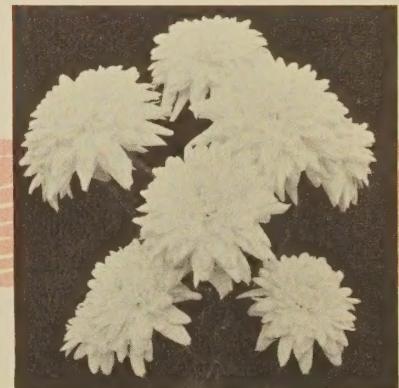
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ICE CREAM



NECTARINE



HEYDAY



BLUE RIBBON
(9-WEEK POT VARIETY)

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